The invention that is claimed is:

1. A print media product comprising:

a substrate; and

at least one ink-receiving layer supported by said substrate, said ink-receiving layer being comprised of:

at least one pigment composition comprised of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof; and

a plurality of binders, said plurality of binders comprising a first binder composition comprised of polyvinyl alcohol, a second binder composition comprised of a poly(vinyl acetate-ethylene) copolymer, and a third binder composition comprised of a poly(vinyl pyrrolidone-vinyl acetate) copolymer.

2. The print media product of Claim 1 wherein said ink-receiving layer comprises at least about 65% by weight of said material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof.

3. The print media product of Claim 1 wherein said print media product further comprises at least one additional material layer.

4. A print media product comprising:

a substrate; and

at least one ink-receiving layer supported by said substrate, said ink-receiving layer being comprised of:

at least one pigment composition comprised of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof, said material being present in said ink-receiving layer in an amount equal to at least about 65% by weight of said ink-

receiving layer; and

at least one ink fixative in combination with said pigment composition in said ink-receiving layer, said ink fixative comprising at least one cationic emulsion polymer which is compatible with said material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof and substantially avoids inducement of gellation and increases in viscosity of said material so that said ink-receiving layer may be comprised of at least about 65% by weight of said material.

5. The print media product of Claim 4 wherein said ink-receiving layer comprises about 1 - 30% by weight said cationic emulsion polymer.

6. The print media product of Claim 4 wherein said cationic emulsion polymer comprises a quaternary amine emulsion polymer.

7. The print media product of Claim 4 wherein said ink-receiving layer further comprises a plurality of binders, said plurality of binders comprising a first binder composition comprised of polyvinyl alcohol, a second binder composition comprised of a poly(vinyl acetate-ethylene) copolymer, and a third binder composition comprised of a poly(vinyl pyrrolidone-vinyl acetate) copolymer.

8. The print media product of Claim 4 wherein said print media product further comprises at least one additional material layer.

9. A print media product comprising:

a substrate; and

at least one ink-receiving layer supported by said substrate, said ink-receiving layer being comprised of:

at least one pigment composition comprised of a material

selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof;

a plurality of binders, said plurality of binders comprising a first binder composition comprised of polyvinyl alcohol, a second binder composition comprised of a poly(vinyl acetate-ethylene) copolymer, and a third binder composition comprised of a poly(vinyl pyrrolidone-vinyl acetate) copolymer; and

at least one ink fixative comprised of at least one cationic emulsion polymer.

10. The print media product of Claim 9 wherein said cationic emulsion polymer comprises a quaternary amine emulsion polymer.

11. The print media product of Claim 9 wherein said print media product further comprises at least one additional material layer.

12. A print media product comprising:

a substrate; and

at least one ink-receiving layer supported by said substrate, said ink-receiving layer being comprised of:

about 65 - 90% by weight of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof;

about 1 - 15% by weight of a first binder composition comprised of polyvinyl alcohol;

about 1 - 15% by weight of a second binder composition comprised of a poly(vinyl acetate-ethylene) copolymer

about 0.5 - 10% by weight of a third binder composition comprised of a poly(vinyl pyrrolidone-vinyl acetate) copolymer;

about 1 - 30% by weight of at least one cationic emulsion polymer;

about 0.02 - 2% by weight of at least one defoamer composition;

about 0.5 - 4% by weight lactic acid; and

about 0.25 - 5% by weight of at least one slip agent.

13. A coating formulation for use in preparing an ink-receiving layer, said coating formulation comprising at least one liquid carrier medium, at least one binder, and at least one pigment composition comprised of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof, said coating formulation having a solids content of at least about 20% by weight, said coating formulation further comprising at least one ink fixative, said ink fixative comprising at least one cationic emulsion polymer which is compatible with said material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof and substantially avoids inducement of gellation and increases in viscosity of said material so that said solids content of at least about 20% by weight may be present in said coating formulation.

14. The coating formulation of Claim 13 wherein said cationic emulsion polymer comprises a quaternary amine emulsion polymer.

15. A method for producing a print media product comprising:

providing a substrate; and

forming at least one ink-receiving layer in position over and above said substrate, said ink-receiving layer being comprised of:

at least one pigment composition comprised of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof; and

a plurality of binders, said plurality of binders comprising a first binder composition comprised of polyvinyl alcohol, a second binder composition comprised of a poly(vinyl acetate-ethylene)

copolymer, and a third binder composition comprised of a poly(vinyl acetate-ethylene copolymer).

16. The method of Claim 15 further comprising providing said print media product with at least one additional material layer.

17. A method for producing a print media product comprising:

providing a substrate; and

forming at least one ink-receiving layer in position over and above said substrate, said ink-receiving layer being comprised of:

at least one pigment composition comprised of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof, said material being present in said ink-receiving layer in an amount equal to at least about 65% by weight of said ink-receiving layer; and

at least one ink fixative in combination with said pigment composition in said ink-receiving layer, said ink fixative comprising at least one cationic emulsion polymer which is compatible with said material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof and substantially avoids inducement of gellation and increases in viscosity of said material so that said ink-receiving layer may be comprised of at least about 65% by weight of said material.

18. The method of Claim 17 further comprising providing said print media product with at least one additional material layer.

19. A method for producing a print media product comprising:

providing a substrate; and

forming at least one ink-receiving layer in position over and above said

substrate, said ink-receiving layer being comprised of:

at least one pigment composition comprised of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof;

a plurality of binders, said plurality of binders comprising a first binder composition comprised of polyvinyl alcohol, a second binder composition comprised of a poly(vinyl acetate-ethylene) copolymer, and a third binder composition comprised of a poly(vinyl pyrrolidone-vinyl acetate) copolymer; and

at least one ink fixative comprised of at least one cationic emulsion polymer.

20. The method of Claim 19 further comprising providing said print media product with at least one additional material layer.

21. A method for producing a print media product comprising:

providing a substrate; and

forming at least one ink-receiving layer in position over and above said substrate, said ink-receiving layer being comprised of:

about 65 - 90% by weight of a material selected from the group consisting of boehmite, pseudo-boehmite, and a mixture thereof;

about 1 - 15% by weight of a first binder composition comprised of polyvinyl alcohol;

about 1 - 15% by weight of a second binder composition comprised of a poly(vinyl acetate-ethylene) copolymer

about 0.5 - 10% by weight of a third binder composition comprised of a poly(vinyl pyrrolidone-vinyl acetate) copolymer;

about 1 - 30% by weight of at least one cationic emulsion polymer;

about 0.02 - 2% by weight of at least one defoamer

composition;

about 0.5 - 4% by weight lactic acid; and

about 0.25 - 5% by weight of at least one slip agent.